



Exchange at Academy for Leisure (ALE)

Urban Life and Placemaking

Year 3 – semester 6 (Spring semester)

DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES

Important to read first

The Academy for Leisure and Events Management offers international students the opportunity to take part in an exchange programme. We are grateful that you have chosen to explore the possibilities!

Please see the overview below for which programmes can be followed when. You will see that a matching procedure may be part of the process. We find it important to ensure you make the right choice and stand a good chance of succeeding, so we may ask you to motivate your choice in a portfolio or in an interview. This varies per programme.

	Fall semester	Spring semester	Extra information
Leisure and Events Management- regular track	x (year 2)	x (year 1 or year 2)	
Sports and E-sports	x (year 2)	x (year 3)	There will be a matching procedure when you apply for the spring semester
Urban Life and Placemaking	x (year 2)	x (year 3)	A matching portfolio may be required.
Music and Dance Events	x (year 2)		A matching portfolio may be required.
Events for Business	x (year 2)	x (year 2)	A matching portfolio may be required.
Attraction and Theme Park Management	x (year 3)	x (year 3)	
Social Innovation		x (year 2 or 3)	

If you are interested, please let us know via incomingexchange@buas.nl and we will contact you.

We wish you good luck making your choice and look forward to welcoming you to you BUAS – Academy for Leisure and Events!

Welcome to Urban Life and Placemaking!

Year 3 – semester 6 (Spring semester) 2023-2024

1.1 Key dates

To be decided	Introduction International students
19 February 2024	Start Academic Programme
12-16 February 2024	Spring Break
29 April - 3 May 2024	May Holidays
12 July 2024	End of semester

1.2 Course codes

Please note that the codes or ILOs might change.

Course title (short version)	EC	Course code or Intended Learning outcomes (ILO's) to be assessed
Course Social Events	10	1.4A, 3.6A, 5.3(A)S, 7.3A, 7.4A, 7.6A, 8.3(A)S
Course Urban Future	10	1.7(A)S, 2.2(A)S, 2.3(A)S, 9.4(A)S, 9.5(A)S
Urban Scope	5	1.4(A)S, 9.2(A)S, 9.3(A)S
Urban Communication	3	9.1(A)S, 10.12, 10.16
ULP Book Club (or choose Dutch)	(2)	10.09, 10.13
Basic Dutch (optional and subject to change)	(2)	AAVT.BDC-01
Total EC	30	

1.3 Course information

This course program focuses on leisure taking place in cities and all the facets playing a role- looking from a social, economic and spatial perspective in many different contexts. This could go from a transformation of an old industrial site into a new vibrant cultural hotspot, via a cultural festival which links to the identity of a city to daily leisure in neighbourhoods in skateboard parks, community centres or small theatres. The city provides a dynamic context for leisure activities in all kinds of areas- such as culture, sports, events and hospitality.

In this specialization we pay attention to subjects such as vision, concepting, implementation and community development. Communication, stakeholders, wellbeing of residents and a sense of place are important key words within Urban life & placemaking.

Please find a link to a presentation about the programme here: <https://vimeo.com/481626536/f0b8992de2>

You might also want to have a look at the LinkedIn page of the programme:

<https://www.linkedin.com/company/77643098/admin/>

Below you can find an overview of all courses taught in the Fall semester for Urban life & placemaking you can take part as an exchange student.

COURSE - Compulsory	
Course title	Course Community
Course organiser	Mr Mike Fieuw
Mode of delivery	Lab sessions, workshops, external visits
Number of EC	5
Language	English
Course content	<p>In this course we will explore what communities mean in the context of Urban Life & Placemaking. You will start to understand what a learning community entails from your own ideas and point of view, the current working field and a theoretical view.</p> <p>During the course you will visit external organizations and work on a large assignment, create a (class) team building day, discover several models to apply to your own projects and create an activity for the upcoming study trip</p>
Literature	Internal publications, will be provided by course organizer
Assessment and criteria	Integral assessment in end portfolio/presentation (counting for 13 EC)

COURSE - Compulsory	
Course title	Course Concepting
Course organiser	Ms Fereshteh Adi Saatlo Anzures
Mode of delivery	Themed sessions and workshops based on the different phases of Concepting- one project assignment stays central in the course
Number of EC	5
Language	English
Course content	Students will be introduced to the steps you need to take to come to a good and powerful

	<p>concept. Topics which will be discussed are for example creative thinking, storytelling, co-creation, <i>personas</i> and experience marketing.</p> <p>This will be done in interactive sessions discussing content, working on assignments. All will partly be co-created with students.</p>
Literature	<p>Creative Techniques; Converging & Diverging; selection methods Bytтеbier I. & Vullings. R. (2015), 'Creativity in Business -the basic guide for generating and selecting ideas', BIS publishers</p> <p>Process of experiencing: Boswijk A., Peelen E., Olthof S., Economy of experiences, chapter 3 and 5, Pearson</p> <p>Additionally, internal publications and knowledge clips, will be provided by course organizer.</p>
Assessment and criteria	Integral assessment in end portfolio/presentation (counting for 13 EC)
Additional information	

COURSE - Compulsory	
Course title	Urban scope
Course organiser	Mr. Simon de Wijs
Mode of delivery	Theme days, in 2 hour sessions on campus followed or preceded by a one day visit to a city of 8 hours
Number of EC	5
Language	English
Course content	The Urban scope entails sector specific knowledge. The sector will be divided into different themes, which are introduced in the urban scope activities. Every 2-3 weeks an activity will be organised in which the specialisation meets the industry. Activities will vary but always consist of a fieldtrip to a specific city and a workshop before or after to discuss the theme more in-depth. Visits include guest lecturers, presentations, tours, and interactive

	<p>assignments. Lectures and students are both responsible for the Urban Scope activities.</p> <p>Topics which will be part of this urban scope are for example public spaces, gentrification, diversity/inclusivity, creative clusters, nature- of course always in the context of a city.</p>
Literature	Will be announced and provided per theme, no books, but digital sources.
Assessment and criteria	2 Magazines (5EC each)
Additional information	<p>5-6 one-day fieldtrips to cities in The Netherlands and possibly Belgium/Germany (close to the border) will be part of this course.</p> <p>Please be aware of extra Travel costs of around 150 EUR</p>

COURSE - Compulsory	
Course title	Personal trail
Course organiser	Mr Mike Fieuw
Mode of delivery	6-7 Workshops and individual consultancy
Number of EC	3
Language	English
Course content	<p>In this course you will dive deeper into your personal and professional self in relation to your (professional) environment. Reflecting is a very important tool for development.</p> <p>The Personal trail offers you a platform, a learning environment, in which you inspire yourself and each other. You act as a professional leader and focus on:</p> <ul style="list-style-type: none"> - your development in relation to a team; - building and maintaining (inter)national networks and relationships; - the development of effective communication by using different communication strategies and leadership styles; - further developing your self-awareness and self-direction as well as regulating your own development. - developing a professional attitude;

	Ultimately, the goal is to develop yourself further as a leisure manager within the context of our specialization and as a professional leader. And, most importantly, to find out what makes your heart beats faster within Urban life & placemaking and how you can use and develop your skills and qualities for this!
Literature	<p>Stephen R. Covey, 'The 7 Habits of Highly Effective People' (2013), Chapter 7</p> <p>Thomas Gordon, 'Leader Effectiveness Training' (1977), Chapters 7 & 8</p> <p>Furthermore, internal publications will be used and provided by the course organizer.</p>
Assessment and criteria	Integral assessment in end portfolio/presentation (counting for 13 EC)

COURSE - Compulsory	
Course title	Projects for the city
Course organiser	Ms Merel Rietveld
Mode of delivery	Project meetings (in groups and with whole specialization)
Number of EC	5
Language	English and Dutch (for students who follow the program in that language and have a client who prefers to speak Dutch).
Course content	<p>These projects are practical assignments for real life clients, in which all the information of the courses, Urban scope and other input will be applied.</p> <p>These projects could be obtained by students themselves (through their own network, urban scope activities or personal trail) or students apply for the projects that have been recruited through the network of the specialisation.</p> <p>Projects can vary in size and intensity; sometimes 10 weeks, but also smaller. A project involves a small group of 2 to 3 students.</p> <p>The projects in this semester will mainly focus on concepting and community development.</p>

Literature	Dependent on project chosen
Assessment and criteria	Assessment per project of end deliverable to client and project process (individually and/or per group)

COURSE - Compulsory	
Course title	Communication (English & intercultural Competency)
Course organiser	Ms Emmi Bravo Palacios
EC	(2 EC) – Choose either Communication or Dutch
Language	English
Course content	<p>All exercises and assignments will have relevance in terms of how you will improve or maintain your level of English. Attention will be paid to grammar, sentence structure, vocabulary, relevance to the topic, conciseness, and tone.</p> <p>In this course we will pay attention both to reading (Placemaking-themed literature) and presenting- mainly aimed at discussion and summarisation of the topics covered in the literature</p>
Literature	Provided by course organiser
Assessment and criteria	B2/C1 CEFR language levels, 2 deliverables will be assessed, one for Writing and one for Spoken production. Details will be announced later.

COURSE - Optional and provisional	
Course organiser	Mr Frank van Heijningen
Number of EC	(2 EC) – Choose either Communication or Dutch
Language	English
Content	<p>Basic Dutch is a language course for absolute beginners which is offered to all incoming exchange students at BUAS. It will lead you up to A1 level according to the Common European Framework of Reference Modern Languages 1996)</p> <p>It is not part of the curriculum of the Academy for Leisure and only offered to incoming exchange students.</p>

Mode of delivery	14 lessons of 1.5 hour, between October and January. The lessons are usually planned at the end of the day or in early evening so that students from different academies can join.
Additional information	For enrolment, students are asked to pay 100 Euro which will be refunded upon successfully completing the course.
Assessment	Exam

More information

Please contact Annet Ghering if you would like more information.

Annet Ghering
Ghering.a@buas.nl



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Mgr. Hopmansstraat 2
4817 JS Breda

P.O. Box 3917
4800 DX Breda
The Netherlands

PHONE

+31 76 533 22 03

WEBSITE

www.buas.nl

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